References

Associated Press (2011, November 10). Starbucks acquires Evolution juice business for $30M, plans to add juice bars. *The Washington Post*.

Bryant, A. (2010, October 9). Good C.E.O.'s Are Insecure (and Know It). *The New York Times*.

Cain Miller, C. (2010, January 21). Now at Starbucks: A Rebound. *The New York Times*.

Degrand, J. (2011, November 3). *Starbucks recorded record fourth quarter and record fiscal 2011 results*. Retrieved from http://investor.starbucks.com/phoenix.zhtml?c=99518&p=irol-irhome

Horovitz, B. (2011, November 11). Starbucks applies coffee model to juice. *USA Today*, pp. B1.

Jargon, J. (2011, November 11). Latest Starbucks Concoction: Juice. *The New York Times*, pp. B1, B2.

Li, S. and Hsu, T. (2011, November 11). Evolution Fresh proves to be apple of Starbucks' eye. *Chicago Tribune*, pp. 2.

Schultz, H. (2011). *Onward: How Starbucks Fought for Its Life without Losing Its Soul*. New York: Rodale.